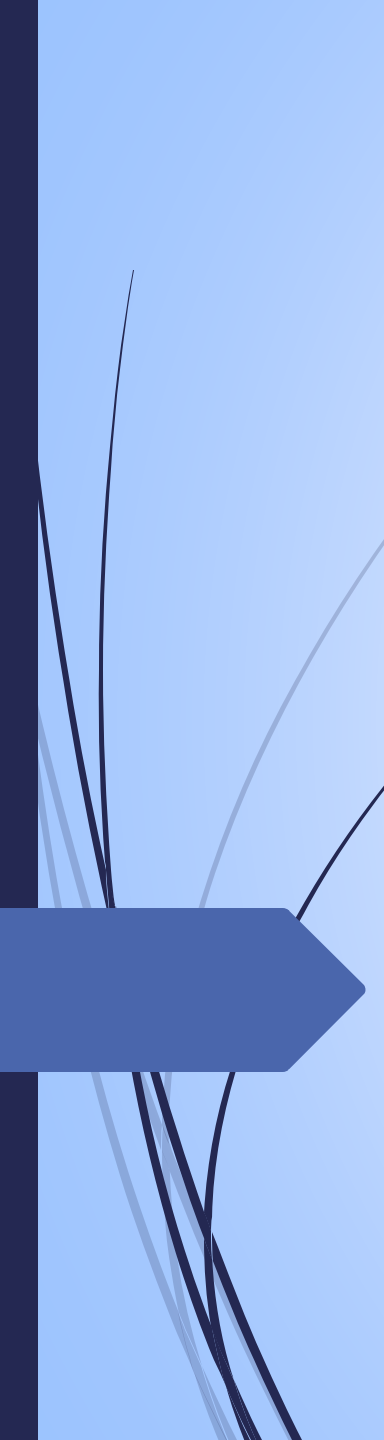




MODULE NAME :problem solving and direct
making

MODULE CODE LCLM400

STUDENT NAME malachi aniemeka

STUDENT ID 2513414

LECTURER nerys dosseh

Assignment 1: Presentation

OVERVIEW

Introduction can't access

Company background

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists

Cause and effect analysis: Fishbone diagram

Conclusion keep business open

References

Office of national statistics (2024) british florist
association (2020) pwc (2024) small business
administration 2023 roller, p (2020)

Introduction

DROP IN SALES- "decrease in the amount sold or revenue generated between two periods" (Calculator Ultra, 2025)



Company background

Green Haven Florists

- Founded in....2016
- Owners: liam & priya Patel
- Sells ...flowers
- strong community ties
- Eco friendly materiel
- Personal touch and sustainable ethos
- Caterings for walk-ins to corporate clients and weddings

Problem: nature and scope

5W2H

Who: Liam and Priya Patel

What: 30% decline in in-store sa

Where: green haven florist store

Why reduce high street foot traffic
when on going

How: reduce income with increasing financial strain

How much 30 percent drop in retail store

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

- Regulations
- Trade policies

ECONOMIC

- Economic conditions
seasonally

SOCIAL

- Consumer trends
- Cultural events

PESTLE ANALYSIS: Green Haven Florists

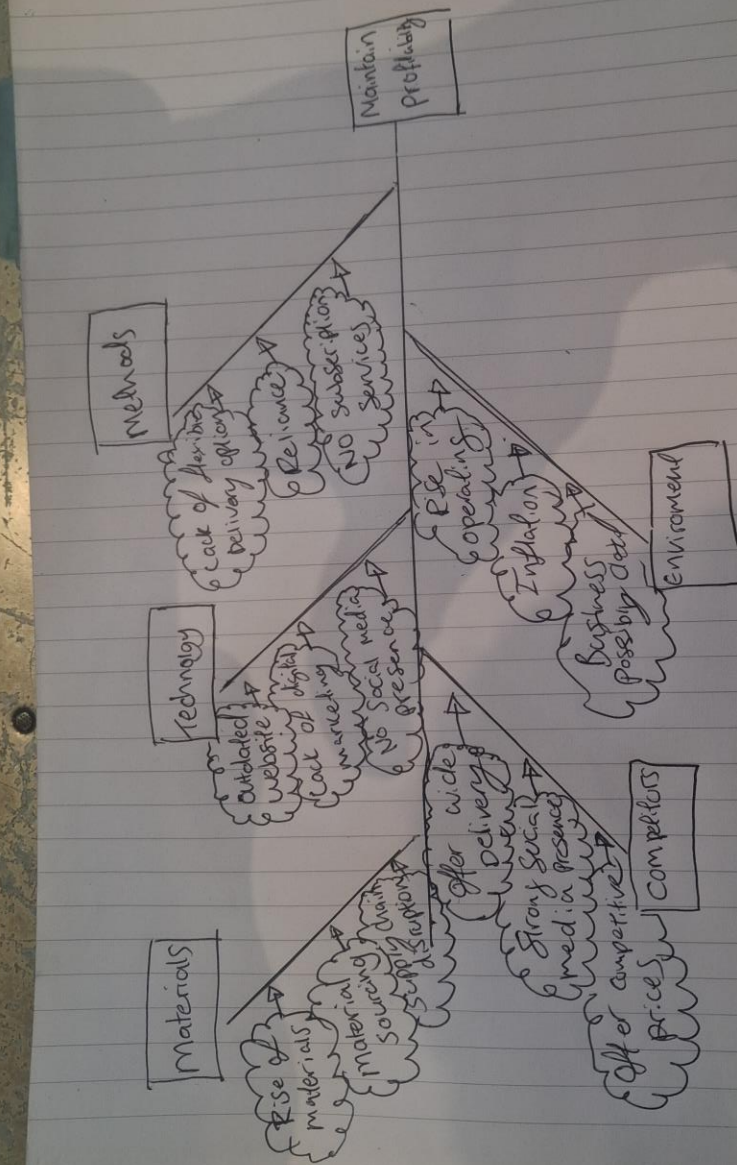
- TECHNOLOGICAL
- E-commerce -
- Seasonality

- LEGAL
- Health regulations - applying to the health and safety regulations to sell flowers is crucial
- Intellectual

- ENVIRONMENTAL
- Sustainability concerns – demands for eco friendly products and practices
- Climate change - demand for flowers peak during holiday and special occasions

Cause and

diagram



Conclusion

After careful research on green haven florist
I'm highly suggesting the company needs to adapt to
Modernising.

its online presence will need to be

Establish by delivery expansion & subscription Options

Also sharing its unique branding insight

References

5 sources

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Kotler, P., Armstrong, G., Harris, L and he (2020) find more available at principles of marketing google search accessed 15th march 2026

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Small business administration (2023) marketing research and competitive analysis for small business available at: <https://ww.sba.gov> accessed 15 march 2026



Thank You



Questions